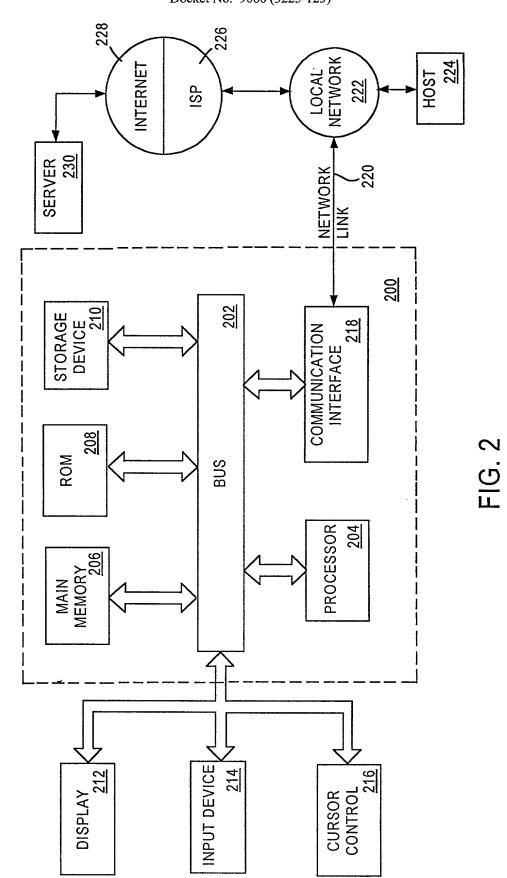
Report: Promotional Click-Through	n's for Decembe	r 30.1999
Web Page ID — 12	✓ 14 User	Promotion Click-Through
1. Home Page 3	Visitor -	2,231
2. Home Page 2	Partner	1,278
3. General Product Description	Customer	1,234
4. General Product Description	Visitor	1,210
5. Services Q&A	Customer	1,199
6. News: Press Release 3	Visitor	1,245
7. News: Press Release 2	Partner	1,119
9. Services Q&A	Partner	899
10. Home Page 1	Customer	753 <u>10</u>

FIG. 1



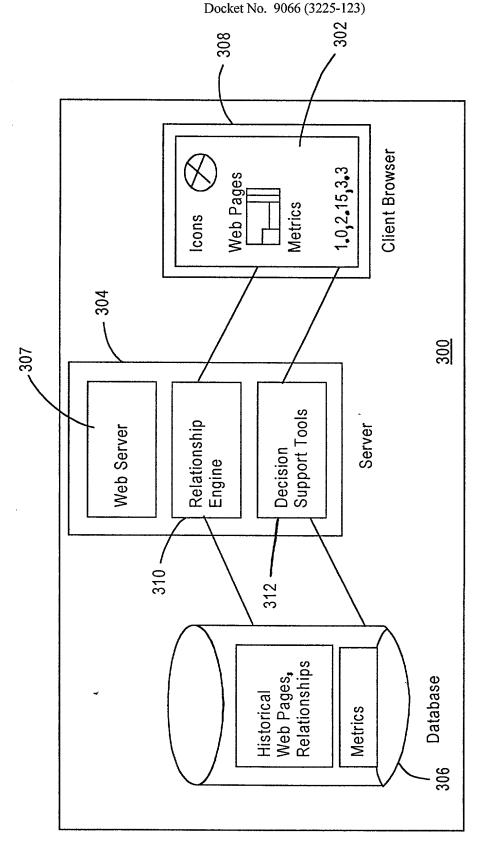
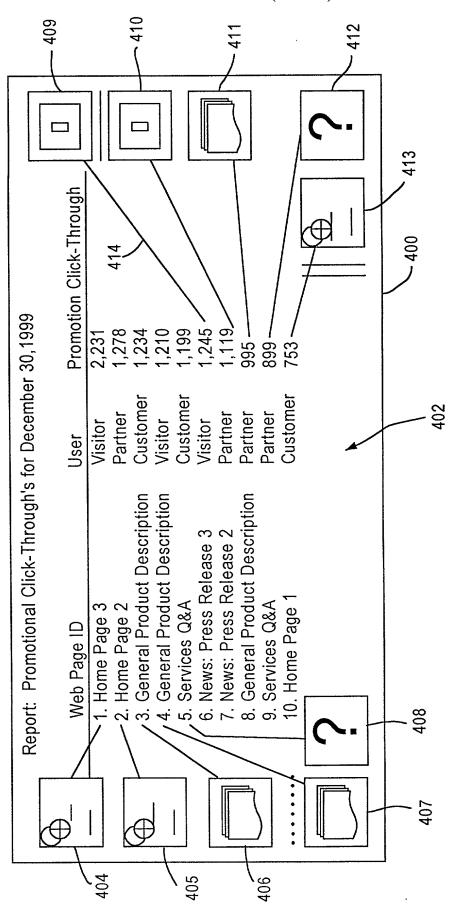
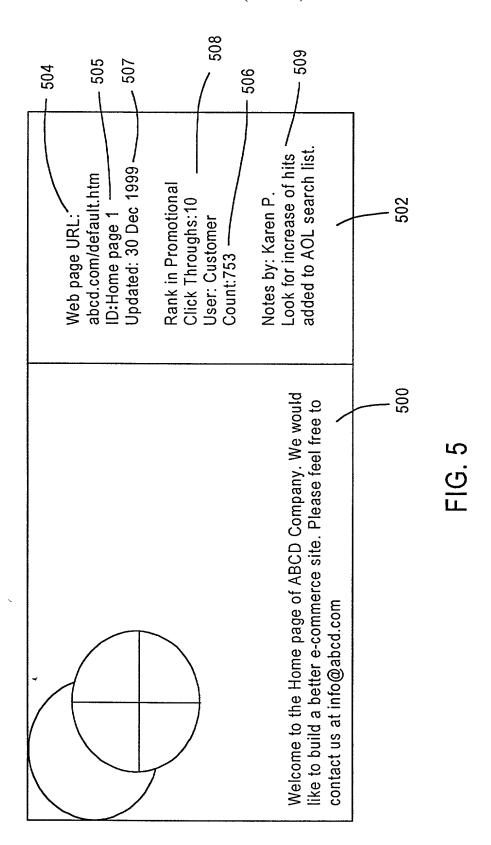


FIG.3

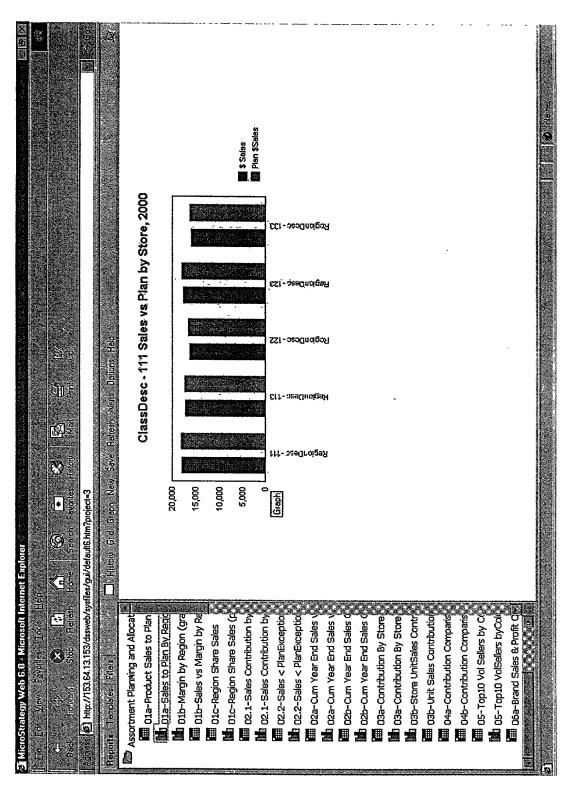


F1G. 2



🗿 MicroStrategy Web 6.0 - Microsoft Inter	t Internet Explorer	To the second								X 60 3
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Addess (은) http://153.64.13.153/dssweb/sysfiles/gui/default6.htm?project=3	es/gui/default6.htn									ŝ
Reports    Templates   Fillers	History, Grid	History, Grid Graph, New, Save "Heliesh" Alein, Options, Heb-	fr. Options	Heb						2
Assortment Planning and Allocation		Керо	Report: 066-Sales Demand ContribPerform By Brand	s Deman	d Contrib	erform By	Brand			KI B
Cal Customer Profiling and Purchasing  Cal Efficient LocalStore Assortment An				Ē	Driff Diawel					
Th-season Assortment Tracking & Carlo Intelligent Cross Channel	Product Vandon M	Product Vendor	Unit	\$ 27.53	\$	Margin	Unit Sales to	\$ Sales to	\$ Margin to	
intelligent E-Referral	200	Organization  Name - 500	<del>1</del> ∞			38.80%	1.00%	1.34%	136%	
En Promotional Analysis 2 - Market Ba En Promotional Product Analysis	501	∏ <u>OrganizationName -</u> <u>501</u>	99	492	130	26.31%	1.35%	1.00%	0.69%	
Store Performance, Expense and L	502	☐ <u>OrganizationName -</u> <u>502</u>	97	766	283	37.71%	2.02%	1.56%	1.54%	
Vendor Analysis	503	OrganizationName - 503	24	1,222	\$ <del>4</del> 2	44.64%	1.96%	2.49%	2.91%	
	504	🗖 OrganizationName - 504	32	306	118	38.76%	0.67%	0.62%	0.63%	
	505	T. OrganizationName - 505	88	949	393	41 39%	1.83%	1.93%	2.10%	
	506	∏ OrganizationName - 506	90	\$\$	183	36.39%	1.25%	1.03%	%86 <sup>°</sup> 0	
	507	🛘 <u>OrganizationName -</u> <u>507</u>	40	255	82	33.35%	0.83%	0.52%	0.45%	
	508	C OrganizationName - 508	08	906	302	33.36%	1.67%	1.85%	1.61%	
	509	☐ <u>OrganizationName -</u> 509	23	191	π	37.37%	0.48%	0.39%	0.38%	
		A STATE OF THE STATE OF THE STATE OF		7				<b>8</b>	190	

# FIGURE 6



-IGURE 7

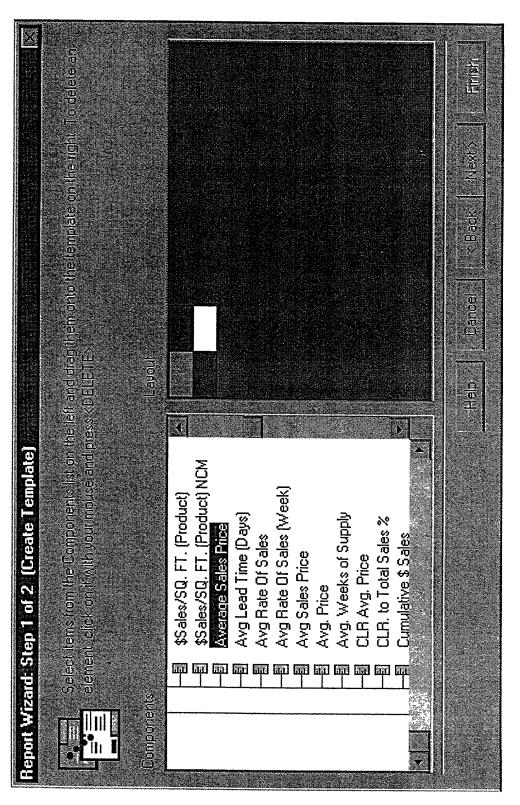


FIGURE 8